ABSTRACT

It is an object to provide a high-performance display element driving device or the like which can be easily reduced in power consumption and scale. A display element driving device (**100**) drives a liquid crystal serving as a capacitive display element. A D/A converter (**110**) includes first to Nth charge storage sections (**112-1**) to (**112-N**) for receiving first to Nth digital data corresponding an image signal and storing charges corresponding to the values of the first to Nth digital data, and first to Nth connection sections (**114-1**) to (**114-N**) for electrically connecting the first to Nth charge storing sections (**112-1**) to (**112-N**) and an electrode line (**130**) to each other and discharging the stored charges to the electrode line (**130**) at a given timing. In this manner, γ-correction of a liquid crystal and D/A conversion can be simultaneously performed, and conversion from RGB to YUV and D/A conversion can be simultaneously performed.